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Boilerplate

The Orchard is a leading music distribution company operating in 45 markets worldwide. With a comprehensive artist & label services offering including full-service marketing, sync licensing, video services, transparent data analysis, advertising, rights management, digital and physical distribution and more, The Orchard empowers creators and businesses to grow and adapt in the dynamic global industry. For further information, visit www.theorchard.com.
The Logo

This is The Orchard logo. It has two parts: ICON and WORDMARK.

It is almost always used together, but the icon can be used on its own.
Logo Usage

There are two versions of our logo: **Full Color** and **One Color**. Full color can be used on white and dark blue backgrounds. One color can be used on a variety of color backgrounds as well as photography. There should be enough space around the logo as to not cram it next to content.

**Logo requests** should be sent to communications@theorchard.com with a description of where the logo will be used.

**When writing out “The Orchard”** always include “The” with a capital “T” before “Orchard.” We are “**The Orchard.**”
Logo Usage

Be sure to choose the logo that is most legible on the photo or solid background.

Solid Color Logo (Orange)

Full Color Logo (Blue) for lighter backgrounds

Full Color Logo (White) for darker backgrounds
The Icon

This is The Orchard icon. It can be used on its own without the wordmark. Make sure it is clear and easy to see when used on photos and colorful backgrounds.

The color can be changed to any solid color from the palette.
The Orchard Brand Book

Logo Misuse

It is important to keep the appearance of the logo consistent. The logo should never be modified, misinterpreted or added to in any way. Here are some examples of what not to do:

- Do not use the old version with the black wordmark.
- Do not change the font of wordmark.
- Do not rotate the logo.
- Do not move the fruit icon to any other position.
- Do not stack the fruit icon and the wordmark.
- Do not alter the colors of the logo.
- Do not distort, warp or skew the logo in any way.
- Do not use the logo without the fruit icon.
- Do not add any glow effects to the logo.
Color Palette

This is our color palette. It has Primary Colors and Secondary Colors. **Most applications should rely on the Primary Colors.** Secondary Colors can be used if more colors are necessary to add contrast and appeal.

Orange is mainly used for call out shapes or highlighting content.